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1928
Big



Luscious Latham RED RASPBERRY

There are two **BIG** reasons why the **LATHAM** Raspberry (Redpath Strain) means the surest, quickest road to bigger profits. The first is, there is no finer looking red raspberry on the market. The second is, of all raspberries the **LATHAM** produces more berries to the acre and does so with the least amount of care, of any other variety we have ever known.

Without question, and from any viewpoint, it is the King of them all. Big, luscious, an irresistible, appetizing red, it meets with instant favor on the table. Producing more than \$1,000 per acre in commercial plantings and possessing extreme hardiness as well as splendid shipping qualities, it measures up to the wise grower's every requirement. Whether you raise the

Latham to sell or to serve, you are certain to meet with satisfying success.

THE LATHAM has been put to every known test. It has been grown under identical conditions in competition with practically all leading varieties of Raspberries. In every instance, it has outdistanced the field. It has even produced a profitable yield the first summer after planting.

Furthermore, to clinch its standing as the undisputed leader of the field, our Latham (Redpath Strain) come to you "*Mosaic free.*" This disease, which so often means lost profits and constant annoyance, becomes a thing of the past when you buy our sturdy **LATHAM PLANTS**.



Immense Yields — Big Profits

Over \$1000 per Acre per Year

What Others Say About LATHAM Red Raspberries

Redpath Strain

Highest Awards of State and Nation Given the Latham



At a meeting of the American Pomological Society in 1927, the LATHAM RASPBERRY was awarded the much sought, but seldom attained, Wilder Medal. This award "for new fruit varieties of outstanding merit," was based on this sensational fruit's unusual adaptability, high quality and fine yielding ability. This is the first time that the Wilder Medal, "considered the highest award of its kind in America," (quoting Prof. W. H. Alderman, University of Minnesota) has been given to any raspberry.

It is awarded only after the strictest in-

vestigation by the American Pomological Society, considered the highest tribunal in the nation on the subject of fruits.

In addition to receiving the Wilder Medal, the LATHAM was similarly recognized by the Minnesota State Horticultural Society, a medal being given it by this organization—"on account of the unusual worth of this raspberry, which has put it in the front rank as a commercial variety in the red raspberry growing sections of America." The Minnesota S. H. S. is the largest society of its kind in the country.

Just a Few of the Many Letters from Satisfied Customers

What the Market Men Say

From O. C. Skow, Manager, Fruit Growers Ass'n. of Excelsior, Minn.—"The Latham Red Raspberry has practically replaced all other varieties in this vicinity."

From E. P. Stacy and Sons, Leading Commission Firm of Minneapolis—"Our experience with LATHAM Raspberries has been very satisfactory. We find they carry well and usually command the top of the market."

Experience of University Authorities

From Prof. L. Haseman, Head of Dept. Entomology, University of Missouri—"The Latham Raspberries not only grew fine and bore fruit the first season, but were very large and continued to bear much longer than anything I have ever seen in the Raspberry line. I am confident, with the proper care, that this would be the ideal market berry for this territory."

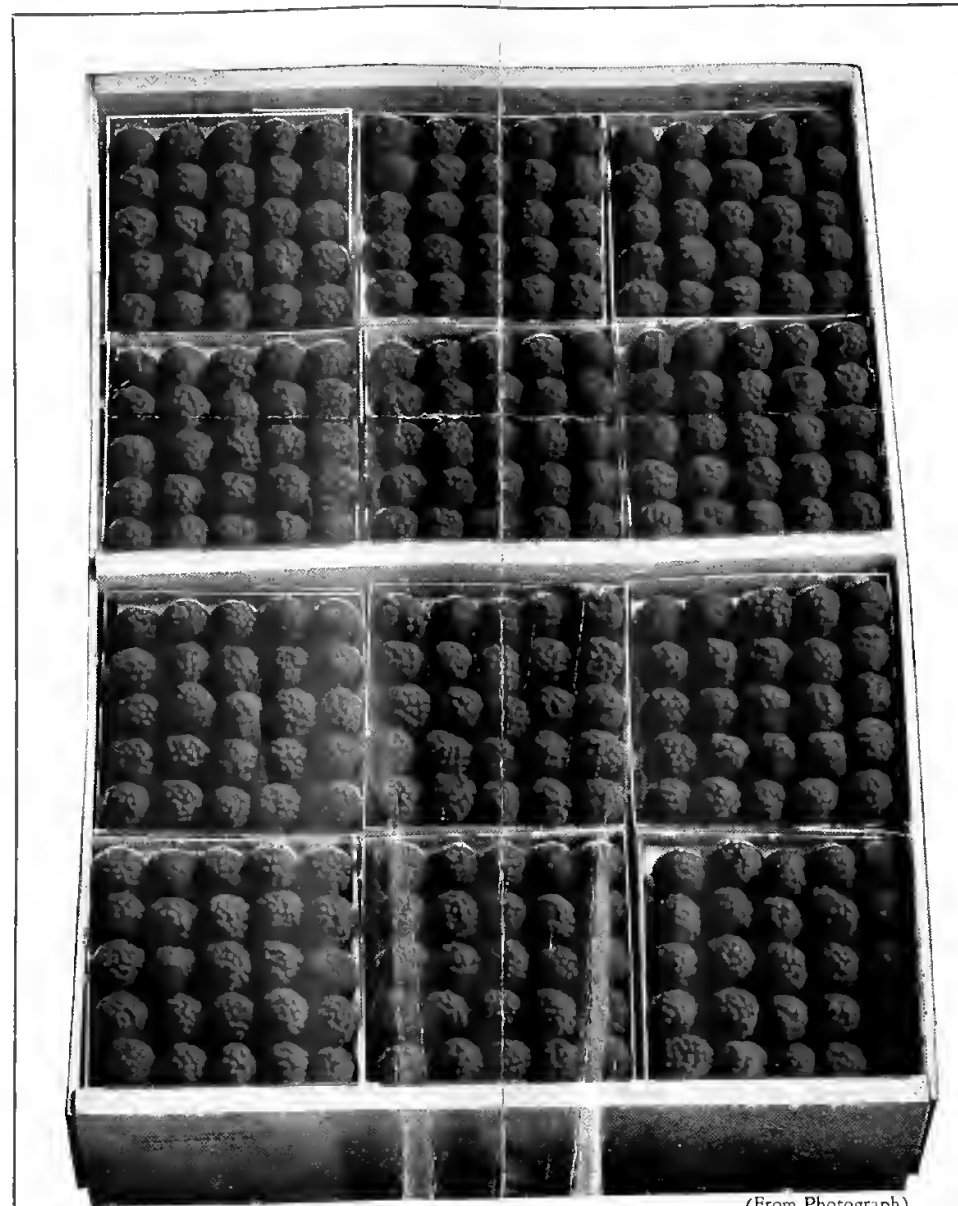
From Prof. G. M. Bentley, State Entomologist, University of Tennessee—"The Latham plants all lived and grew vigorously. They produce very fine berries. The canes passed the winter nicely. I have just completed pruning. No disease whatever has shown upon my plants."

Dollars and Cents Facts from Growers

From H. W. Longworth, Orchard Gardens, Savage, Minnesota—"The planting I made of your Latham are 100% Mosaic free, wonderful plants. I am burning 1,000 so-called mosaic free Latham that I secured for less money before I knew of the unusual quality of your stock. Clearly Mosaic to raspberries is just what T.B. is to a cow, if not worse.

Most sincerely yours,

(Signed) H. W. Longworth."



Redpat's Strain

(From Photograph)

CRATE OF LATHAM RED RASPBERRIES
Note the Large Size of Berries

5430 Quarts Per Acre!

Latham Wins in Official Tests Over Old Favorites

Here are the facts reported by the Connecticut Agricultural College, under Supervision of W. H. Darrow, Fruit Specialist. In comparative tests the leading varieties of Raspberries were planted in the same soil, under identical conditions, all receiving the same care and attention, with the following results:

The LATHAM—5430 Quarts Per Acre
The HERBERT—3648 Quarts Per Acre
The CUTHBERT—3600 Quarts Per Acre

These were the three leaders. The Latham produced 1782 quarts more per acre than the best of the others. In dollars and cents, figuring at 30 cents per quart, Latham yielded at the rate of \$1,629 per acre! Proof conclusive that the LATHAM rules supreme in the Red Raspberry field.

Latham Raspberry Endorsed by Highest Authorities

- "Resistant to our winter conditions"
- "One of the most Productive Raspberries"
- "Commands a Premium."

—Prof. W. H. Alderman,
Chief, Division of Horticulture
University of Minnesota

"The Latham variety of red raspberry not only is resistant to our winter conditions but it is also one of the most productive raspberries with which we are familiar.

"Its attractive coloring and firmness give it such favorable appearance on the market that it ordinarily commands a premium of fifty cents a case over and above the prices of the ordinary raspberry.

"When grown on stock free from Mosaic disease, this raspberry can hardly be excelled by any which may be grown in this or adjoining states."



PROF. W. H. ALDERMAN

From the State College of Pennsylvania

W. T. Tapley, Pennsylvania State College, writes that—"The 725 Latham Raspberry plants have come through in fine shape, lost not more than five plants."

From North Dakota Experiment Station

Prof. A. F. Yeager, North Dakota Experiment Station, writes as follows: "The Latham has outyielded any other variety two to one. No protection necessary here."

From the Gardener's Chronicle

Harold M. Bryant, writing for the Gardener's Chronicle, says: "The Latham is without doubt the best red raspberry for the grower to plant today. It has proven entirely hardy in the Dakotas and in the Northwest. It is a splendid cropper, bearing fruit the largest and firmest I have seen on any variety and holding the size throughout a long picking season. It is a pleasure to pick berries of such size and delectable appearance."

Dollars and Cents Facts from Growers

From Harry L. Jordan, Madelia, Minn.—"Our Latham bushes will make better than 1 quart per bush this year and as this is the first year and a very dry one, we are well satisfied. We are getting 50 cents per quart for them at Ice Cream Parlors. These people are willing to pay 10 cents to 15 cents more per quart for them because they are so showy."

From E. O. Schoombs, Villa Ridge, Illinois—"My one-year patch of Latham planted in checks six by six produced 72 twenty-four pint crates per five hundred hills. My average price per crate through the entire season was \$6.00. These plants were Mosaic free when I received them and passed State Inspection for two years." This is \$430 from 500 plants the first season.



This picture shows 12 horse team and specially constructed machine digging Latham plants.
(Read details on back page.)

Our Latham Come to You

"MOSAIC FREE"

Berry growers everywhere know the disaster that follows the wake of Mosaic diseased plants. As stated by Mr. H. W. Longworth elsewhere in this folder, "Mosaic is to Raspberries what T.B. is to a cow."

But, when you order our Latham (Redpath Strain), you get plants that are "Mosaic free"—and they will remain so if kept away from infected plants.

"Superiority of Disease-Free Stock Unquestioned"

So says Prof. A. G. Ruggles, Chief, Minnesota Nursery Inspection Service. "The cause for 'running out' of raspberries has been due mainly to what is known as 'Mosaic disease.' Mosaic gradually weakens ordinary plants until they become unprofitable. However, when Mosaic-free plants are secured, they will remain disease-free if not planted close to infected plants."

**Geo. M. Darrow, Bureau of Plant Pathology,
Washington, D. C., Writes,**

—regarding certified Mosaic-free Raspberry stock: "Growers are insured clean stock for future planting that will give more profitable fields for a longer period of years than they previously obtained."



PROF. A. G. RUGGLES

Canning Company Pays More Money for Raspberries from Mosaic-Free Latham Fields

Because they have found that fruit from healthy Latham plants makes a superior canned product, a canning company in Wisconsin has been paying \$1.00 more per crate for berries from Mosaic-free Latham fields than for fruit from common diseased fields. "It has better color, better flavor and does not crumble as do the others," they say. The superior canning qualities of fruit from these plants appeal alike to commercial canners and to the housewife.

Easily Grown in Your Own Home Garden

Set red raspberry plants 5 feet apart each way. Plant 2 or 3 inches deeper than they were in the nursery. Cut back all stems as soon as planted to within 1 to 3 inches of the ground. Cultivate well between the rows to destroy weeds and sprouts, allowing about 6 or 7 new shoots to start at each hill. Drive a stake at each hill and tie up the canes. After fruiting cut out old canes and burn, leaving 5 or 6 vigorous new ones to grow for fruiting the following year. In the spring cut off the top 12 inches or possibly more of the previous season's growth to strong, well ripened wood.

OUR PLANTS HAVE A NATIONAL REPUTATION

They are inspected several times each season by the State Nursery Inspector and have been pronounced in excellent condition.

No effort has been spared to produce No. 1 plants in every respect. Contrary to the common policy of digging small plants and leaving the best canes for fruiting, our

policy is to dig the entire field, thus giving you the best, strongest, and most vigorous plants. The specially constructed machine pulled by 12 horses used in digging these plants makes possible the excellent root system of these plants. (See picture inside lower right.)

IMPORTANT! NOTE! Our Latham ARE the Redpath Strain

Officially Latham and Redpath are considered one and the same variety. Notwithstanding this conclusion, many well informed practical fruit growers are still of the opinion that the Redpath is a superior strain of the Latham. **OUR LATHAM are the REDPATH STRAIN**—hence planters are doubly assured of getting dependable stock when they order our Latham—(Redpath Strain).

Menomonie-Eau Claire Nurseries, Inc.

Growers and Propagators

Hardy Northern Grown Nursery Stock

Landscaping a Specialty

MENOMONIE, WISCONSIN

